HOW TO BE MORE INFLUENTIAL

Whether trying to convince a client, change the boss's mind, or get your neighbor to finally trim their hedges we'd all like to be a little more influential. Here are 4 tips, based on *Invisible Influence* to increase your impact.



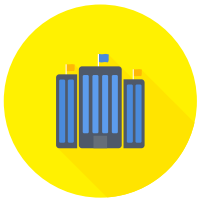
BE A CHAMELEON

Trying to get a job or turn a first date into a second? Subtly imitating the language, behavior, orfacial expressions of other eases interactions. Mimicry increases liking, trust, and affiliation. As we talked about in Chapter 1, it makes negotiators more successful and increased waiters' tips by 70%. So don't just listen; emulate. If an interviewer leans back on their chair and crosses their legs, do the same. If a client starts emails with "Hey" instead of "Dear," adopt that language. Subtle shifts can deepen social bonds and turn strangers into allies.



MAKE CONSENSUS VISIBLE

In many group decision making contexts, people are looking to others to figure out what to do. So to sway the group your way, build consensus for your side and make that support easily observable. Nobody likes waiting in line, yet people often flock to restaurants or attractions that have lines outthe door. Why? Because they assume if others are doing something it must be good. So build yourown virtual line of backers. Find people who already agree with you, and use their support to convince those on the fence. Start with the easiest to persuade and build from there. Let the next person know that the first person already supports it. The more people know others support you,the easier it will be to convince them.



BE DIFFERENT...JUST NOT TOO DIFFERENT

Pitching a new product or idea is tough. If the new thing seems too different from existing practice (e.g., the Segway), people may worry that it will require a big shift in behavior or be difficult to implement. If the thing seems too similar to existing practice, though, people will wonder why they need to buy or do something new. But in between is just right. Similar enough to be familiar but different enough to seem new. So pitch like Goldilocks (of Three Bears fame) and make things seem optimally distinct. If the product or idea is extremely novel, cloak it in a skin that makes it seem more familiar (like the Horsey Horseless example). If the thing is too similar, give it a new shell that highlights its points of difference.



BE SEEN

Ever hear a new song on the radio and hate it, only to find yourself tapping your feet to that sametune just a couple weeks later? Familiarity leads to liking. The more we hear (or see) something,the more they like it. So use that same principle to increase your own influence. Want someone to like you? Walk by their office every so often, or try to run into them at the watercooler. Just like that song on the radio they'll start to like you more, without even realizing why.

For more detail on these and other tips, check out Chapters 1 and 4 of *Invisible Influence*.